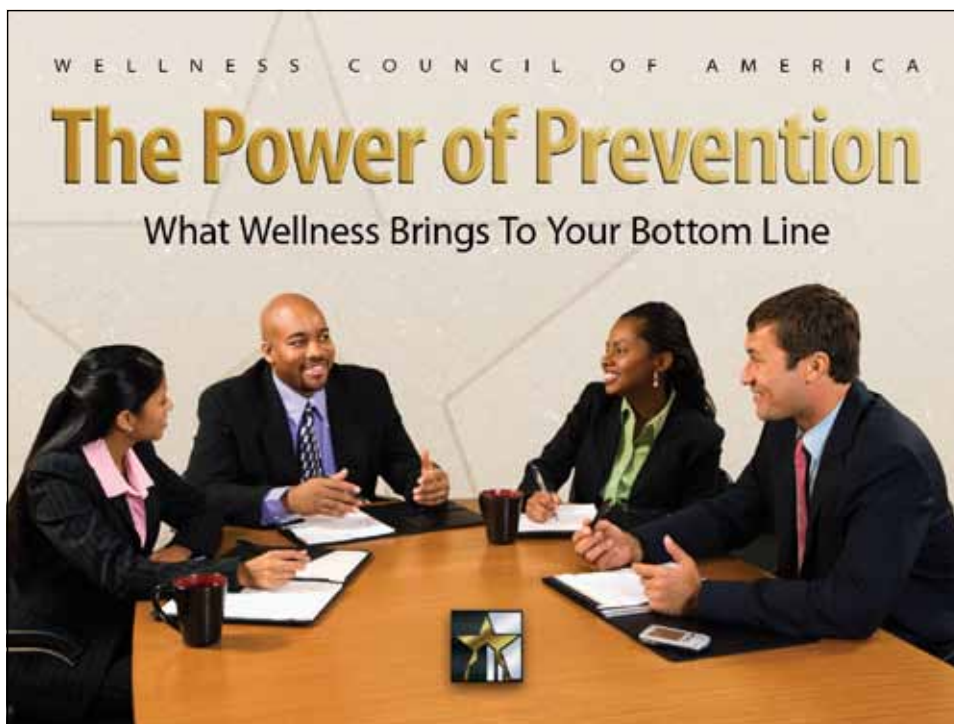


The Power of Prevention: What Wellness Brings To Your Bottom Line

David Hunnicutt, PhD



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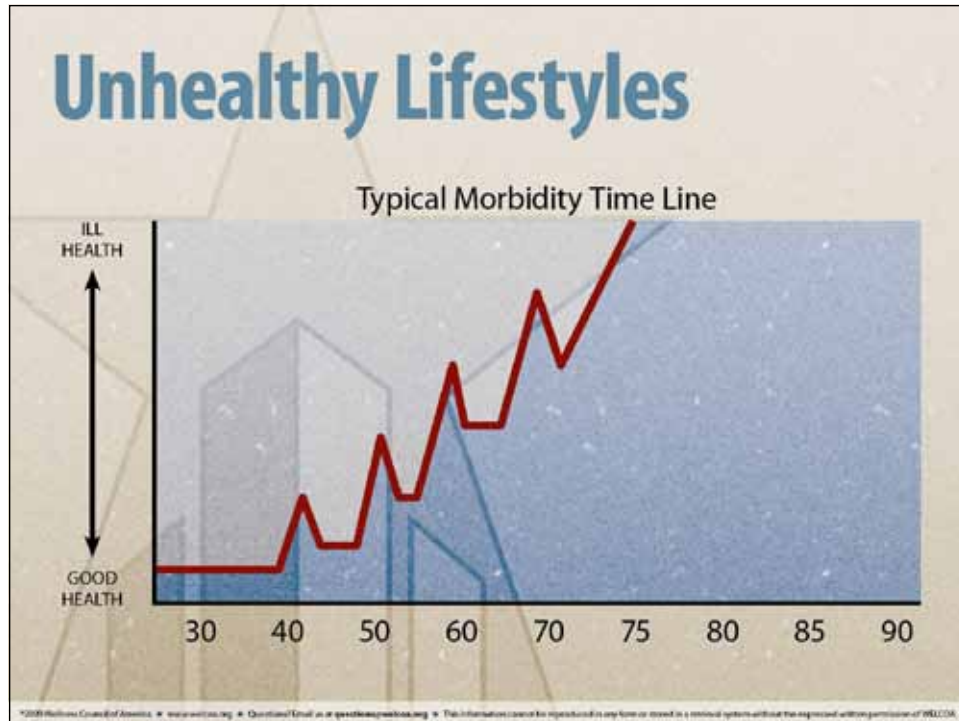


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Lifestyle & Chronic Disease

- ★ Unhealthy lifestyles lead to chronic disease—smoking, poor nutrition, physical inactivity, and alcohol consumption account for 800,000+ deaths annually.
- ★ About 108 million people in the U.S. have at least one chronic disease such as heart disease, diabetes, asthma, hypertension, or osteoarthritis.
- ★ 50% of premature deaths in the U.S. are related to modifiable lifestyle factors.
- ★ Chronic disease related to lifestyle account for 70% of the nation's medical costs.

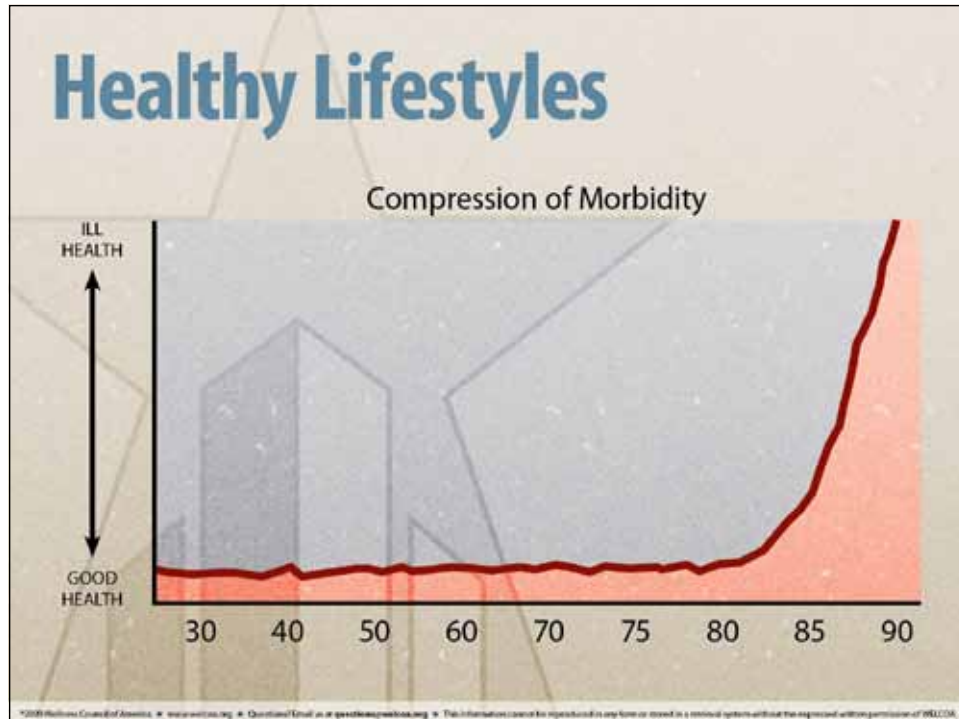
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Can Wellness Programs Really Impact Health Status?

"Based on the studies we're doing right now—large, randomized clinical trials where we try to get people to change their physical activity and their nutrition to live healthier lives—we are starting to see not only extremely large, short-term changes (about six weeks), but we are also seeing changes system-wide."

— **Steve Aldana**
Director of Health Promotion Programs
Brigham Young University

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10+ Years of Life

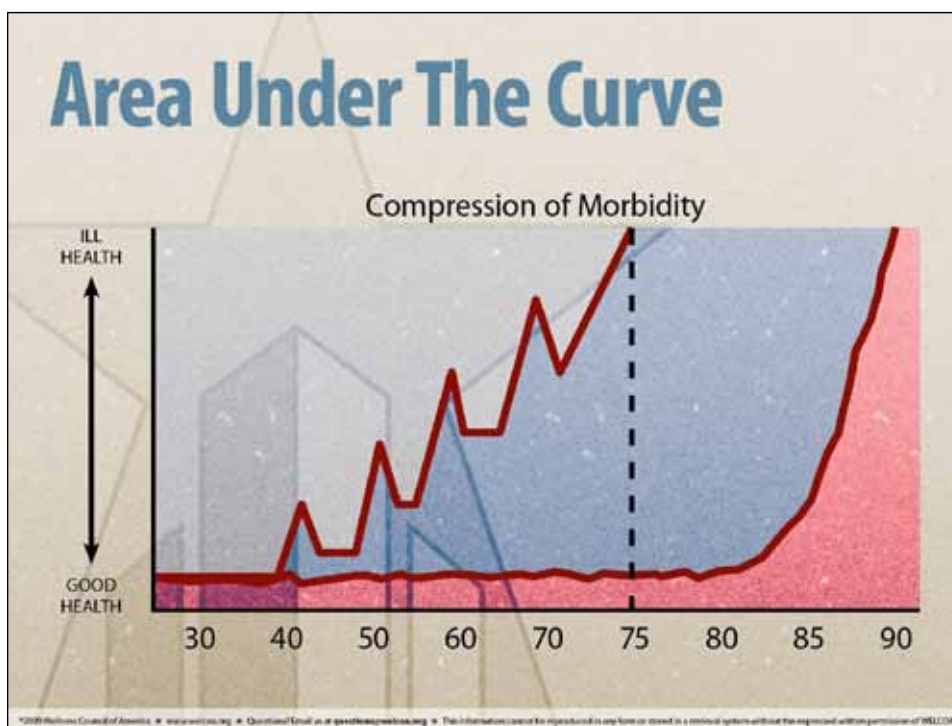
34,192 Seventh Day Adventists were studied from 1976-1988.

- ★ Fruits and veggies - 1.5 years
- ★ Exercise - 2.45 years
- ★ Nuts - 2.5 years
- ★ Obesity - 1.75 years
- ★ Past smoker - .85 years
- ★ BP - 3.7 years
- ★ Diabetes - 6.6 years



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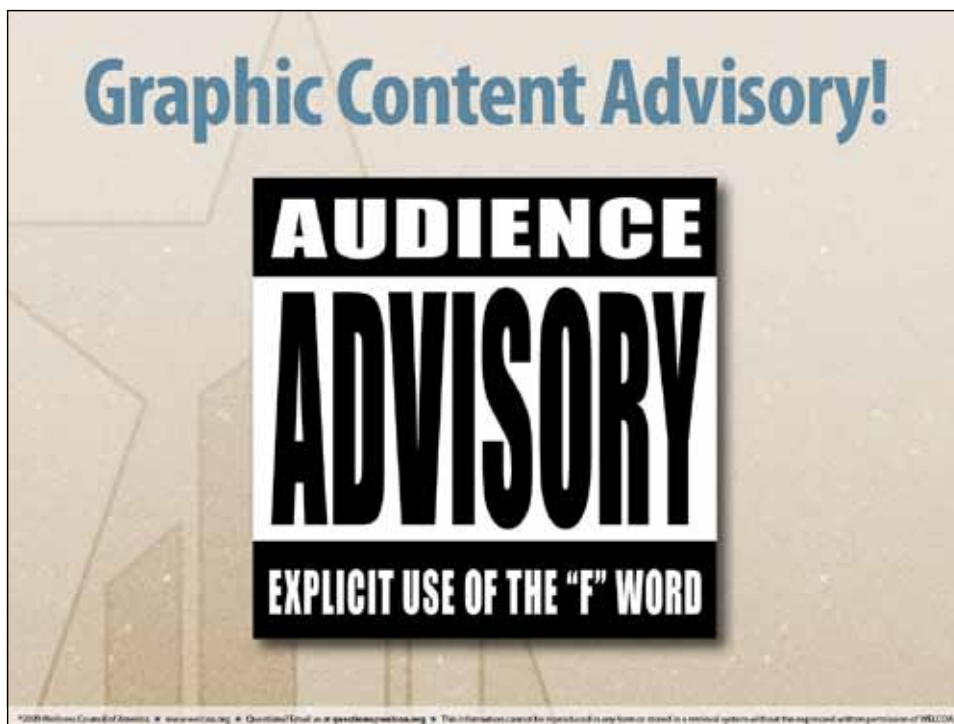


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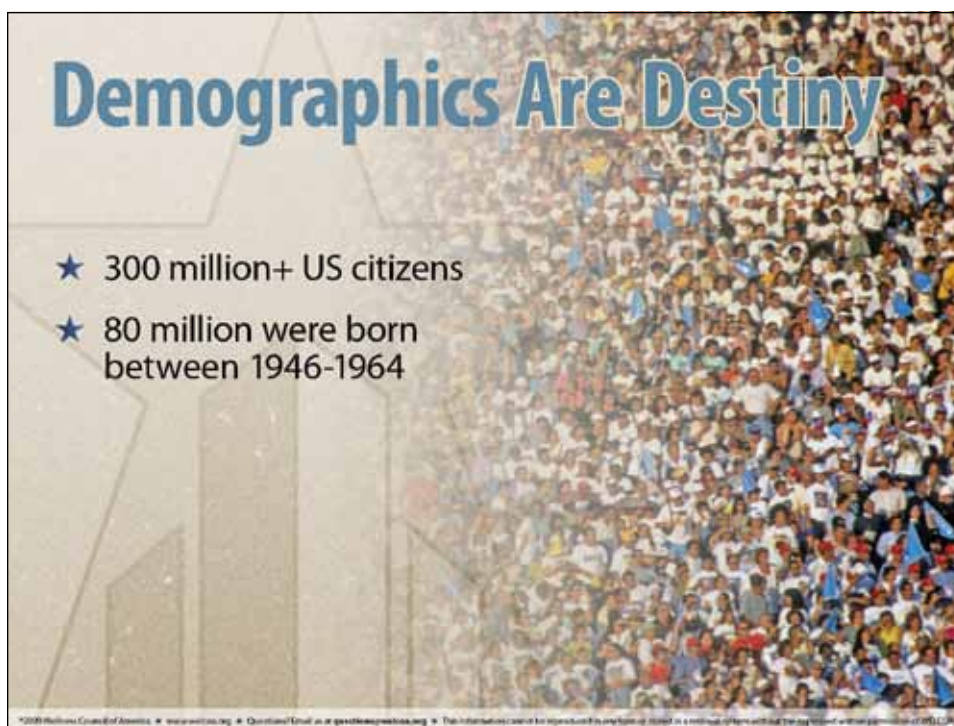


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Words From The Master...

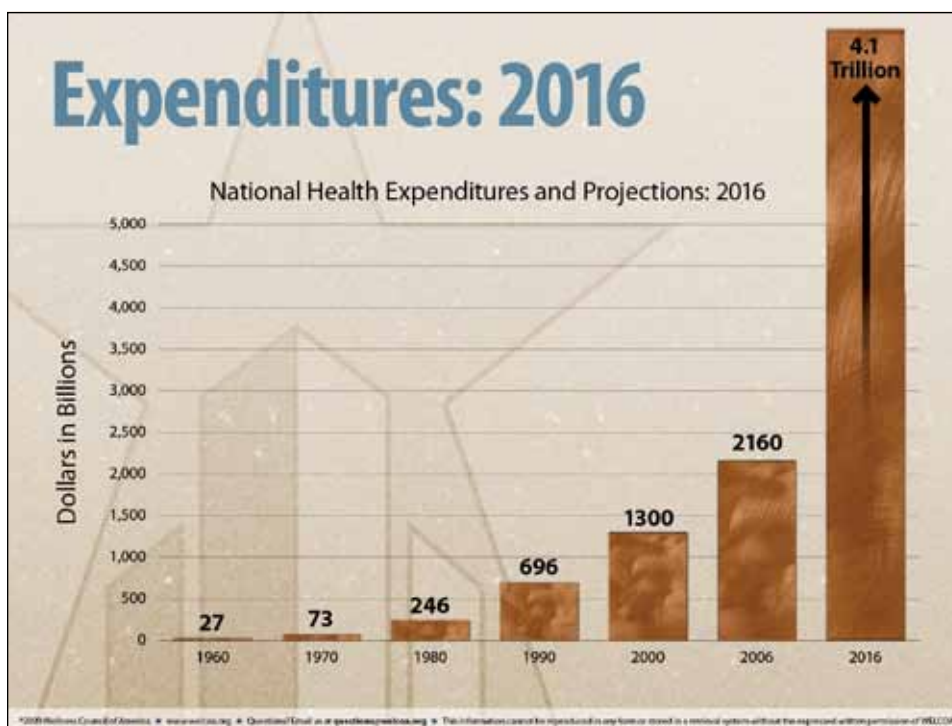
"Our research reveals that the current natural progression of things—without health interventions—is that people move from low-risk to high-risk as they age..."

— Dr. Dee Edington



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The Coming Storm...

"It's 2030...you see a country where the collective population is older than that of Florida today. You see a country where people in wheelchairs will outnumber kids in strollers. You see a country with twice as many retirees but only 18% more workers to support them. You see a country with large numbers of impoverished elderly citizens languishing in understaffed, overcrowded, substandard nursing homes..."

—Laurence Kotlikoff

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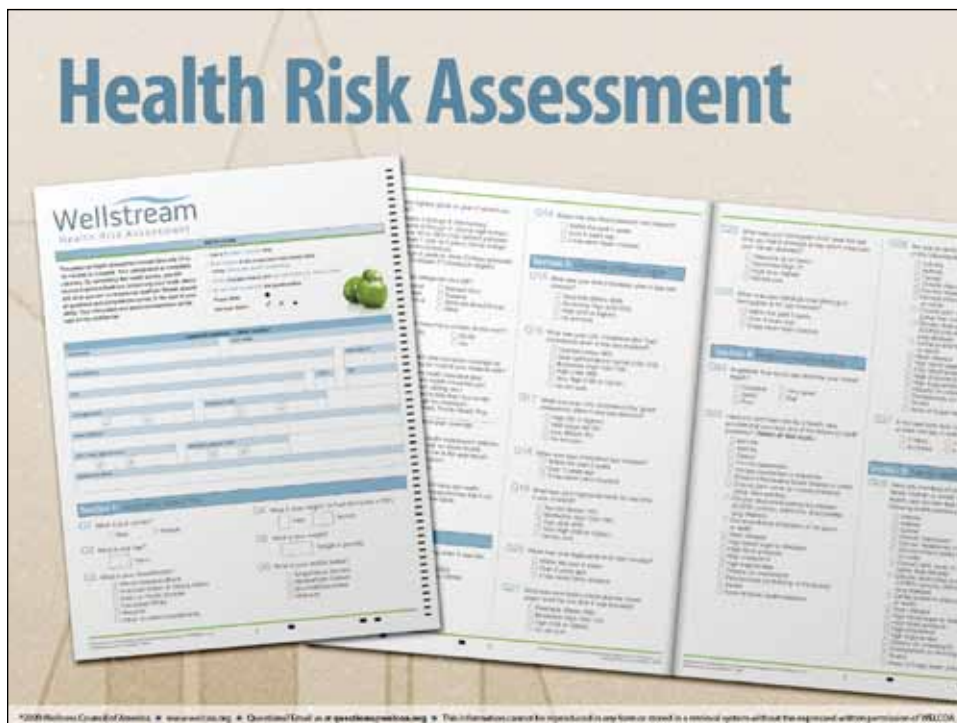


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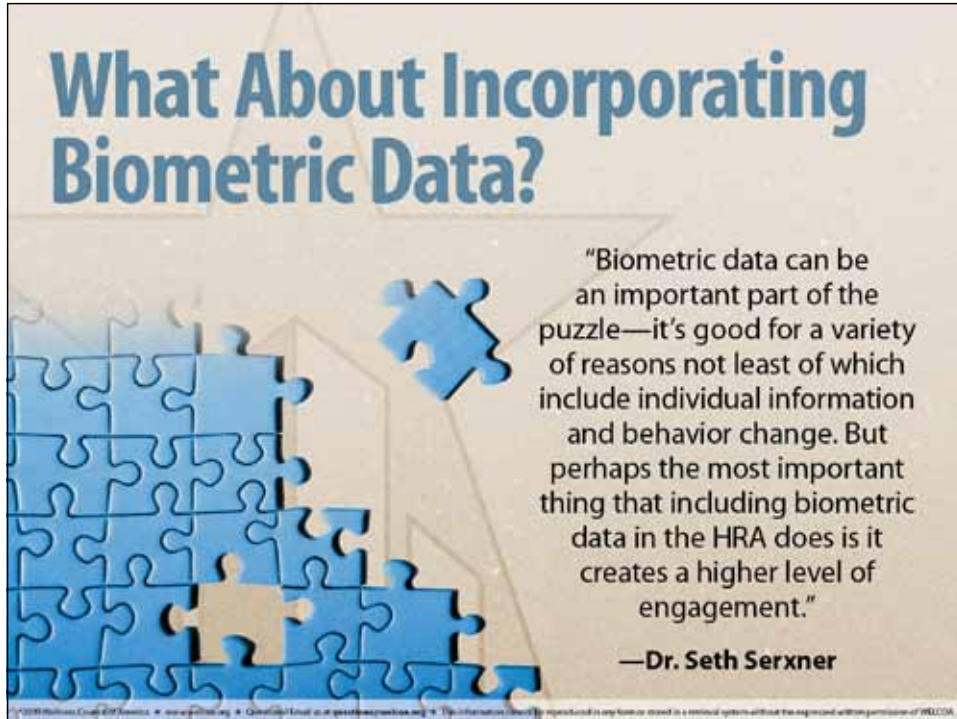


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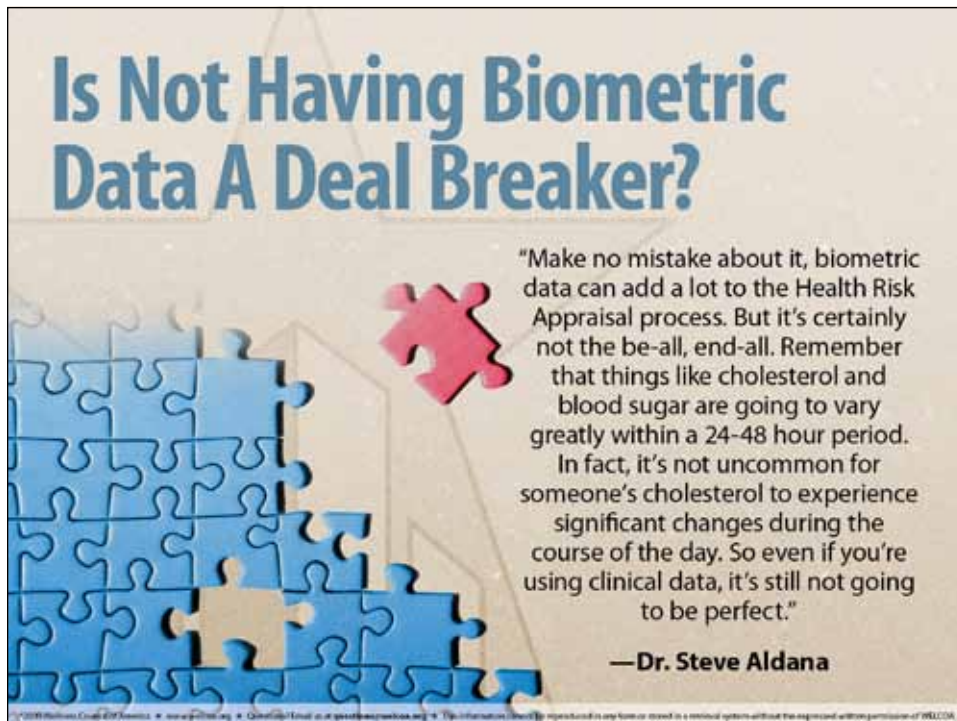
What About Incorporating Biometric Data?

"Biometric data can be an important part of the puzzle—it's good for a variety of reasons not least of which include individual information and behavior change. But perhaps the most important thing that including biometric data in the HRA does is it creates a higher level of engagement."

—Dr. Seth Serxner

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Is Not Having Biometric Data A Deal Breaker?

"Make no mistake about it, biometric data can add a lot to the Health Risk Appraisal process. But it's certainly not the be-all, end-all. Remember that things like cholesterol and blood sugar are going to vary greatly within a 24-48 hour period. In fact, it's not uncommon for someone's cholesterol to experience significant changes during the course of the day. So even if you're using clinical data, it's still not going to be perfect."

—Dr. Steve Aldana

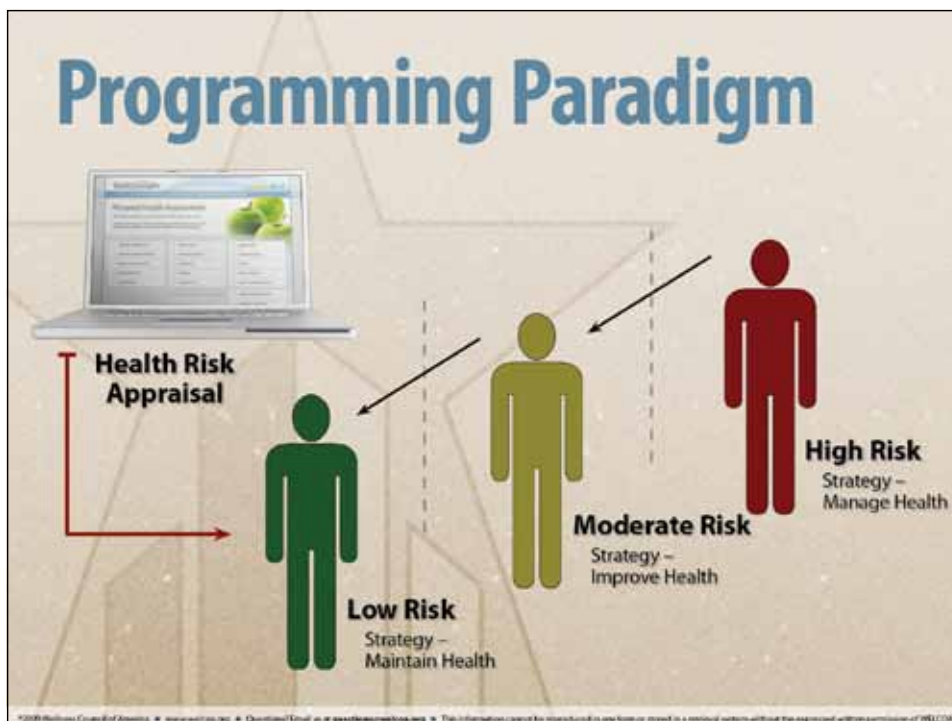
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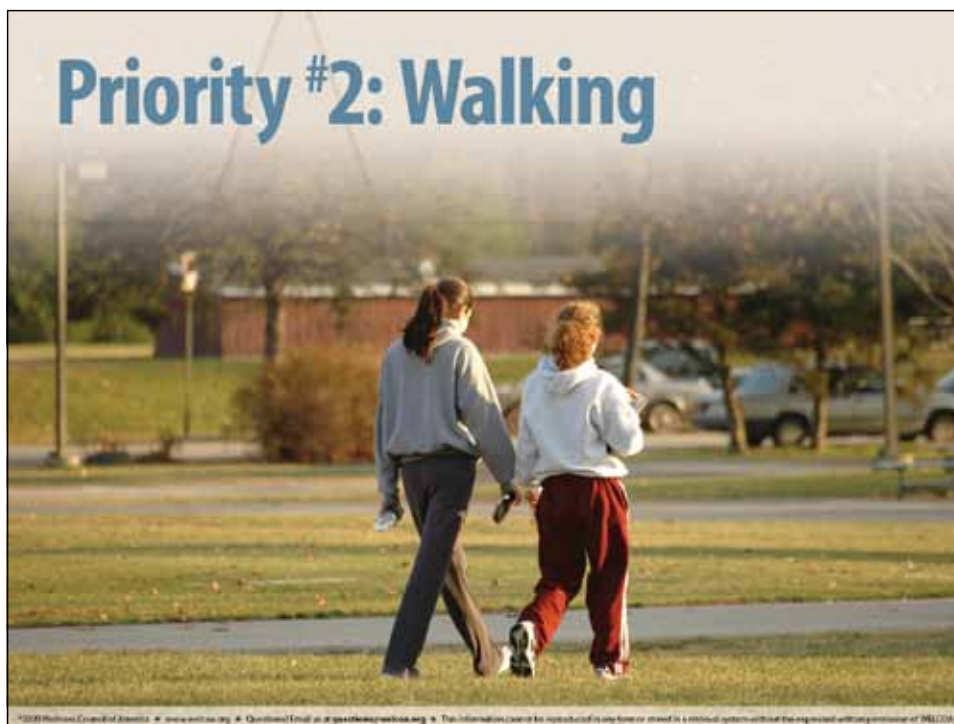


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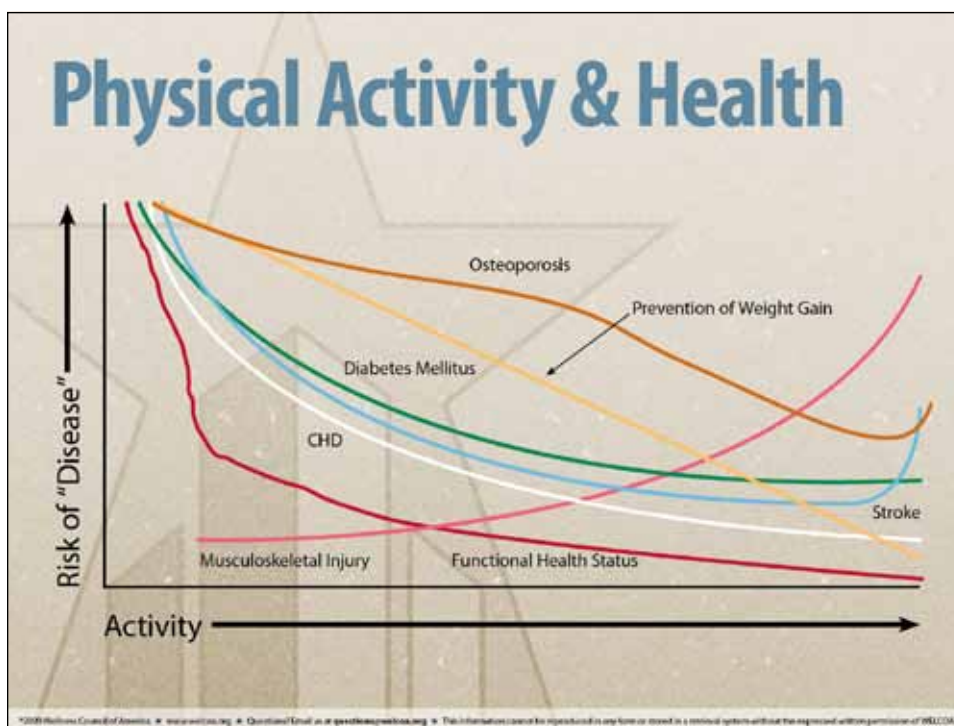


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Live Longer, Live Better

“By walking 30 to 45 minutes on most—preferably all—days of the week, you will delay the onset of disability by 10 to 12 years.”

— Dr. Steve Aldana



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Priority #3: 100 Fewer Calories



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Our Dilemma

"It's obvious to us that wanting to change and even knowing how just isn't enough. People, at least most of us, just don't change lifestyle behaviors on our own. It's hard. We know it's hard from our own personal experience. We need help—individual and personal and powerful support for our efforts to actually take action to change our lives."

— Jay Vandegrift
President and CEO
Wellness Coaches USA




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Information Worth Noting

- ★ Every year approximately 70% of employees attempt to adopt new healthy lifestyle practices.
- ★ Less than 20% are successful in maintaining those changes.

—Dr. Judd Allen and Dr. Joe Leutzinger,
The Art of Health Promotion,
March/April 1999



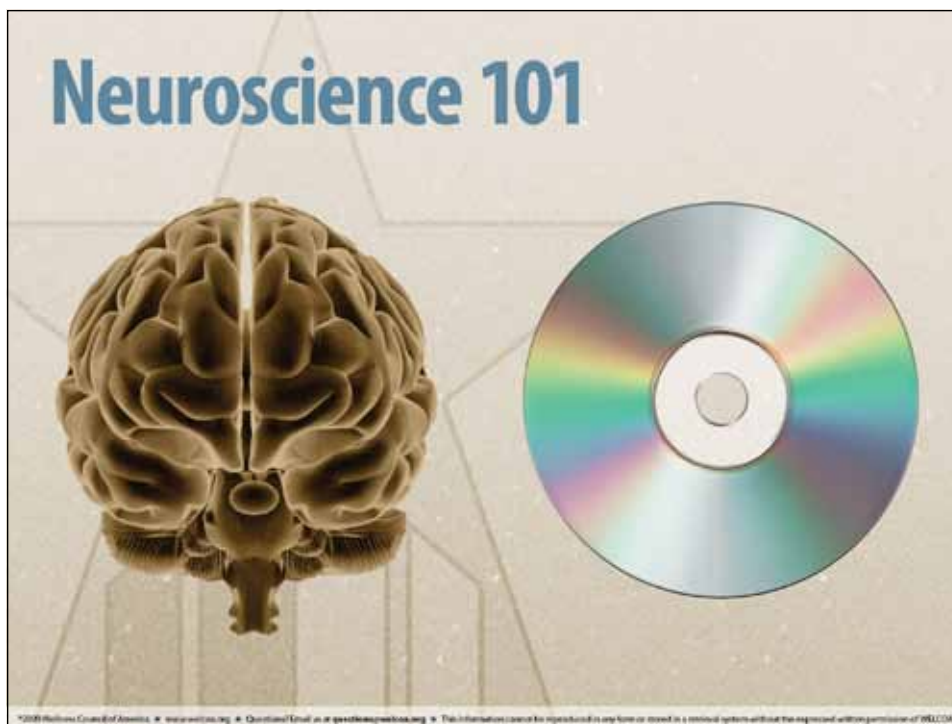
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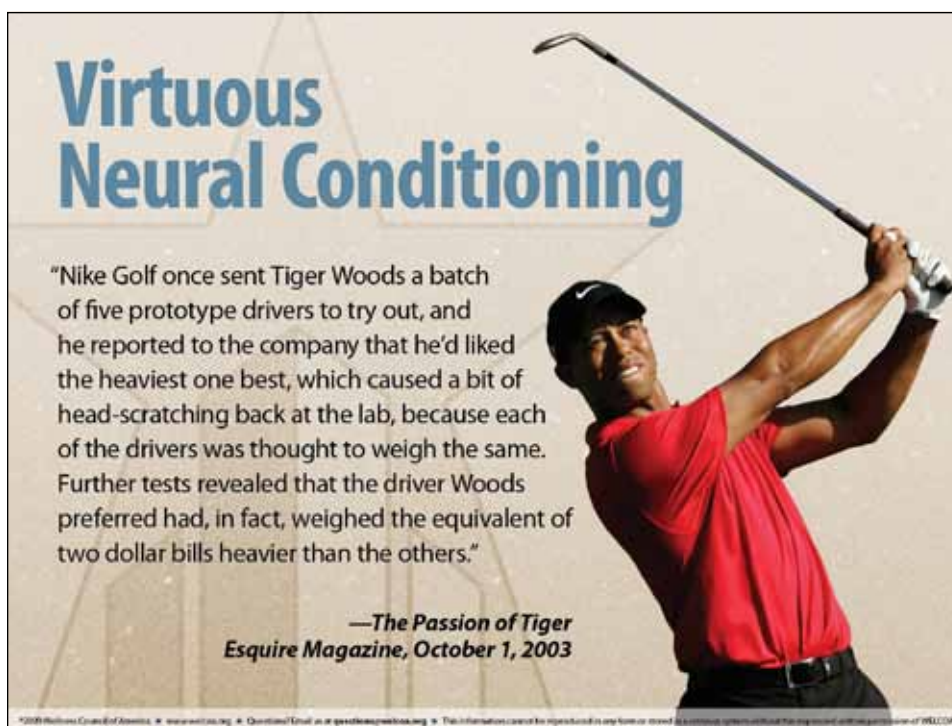


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A WELCOA "Must-Read" Resource

"When we put food rich in sugar, fat, and salt in our mouths, we stimulate neurons, which are the basic cells of the brains. Neurons are connected in circuits and communicate with one another to create feelings, store information, and control behavior. They respond to rewarding foods by firing electrical signals and releasing brain chemicals that then travel to interconnected neurons. We say that those neurons are encoded for palatability—And these kinds of foods keep us coming back for more."

— **David A. Kessler, MD**
"The End of Overeating"



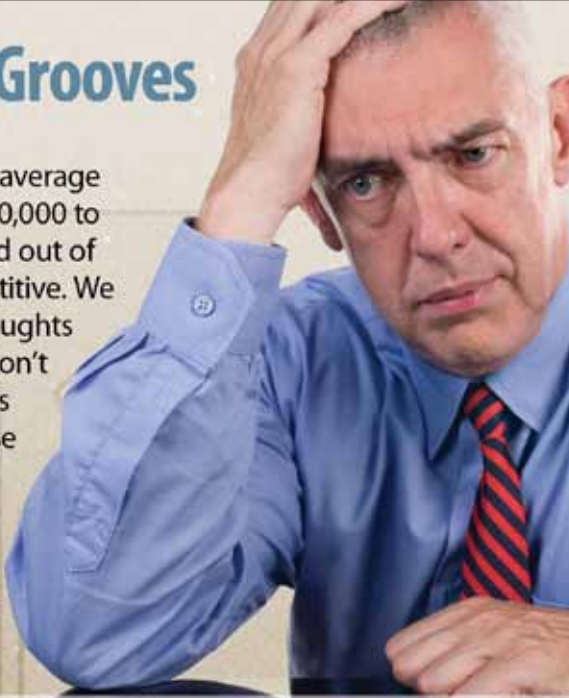
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Burning The Grooves

"Scientists believe that the average human being has about 50,000 to 60,000 thoughts a day, and out of those about 90% are repetitive. We keep having the same thoughts over and over again. We don't have a lot of new thoughts every day. And out of those 90% that are repetitive about 85% are negative or counterproductive."

— **Dr. Suzanne Kryder, CEO,**
The Mind To Lead



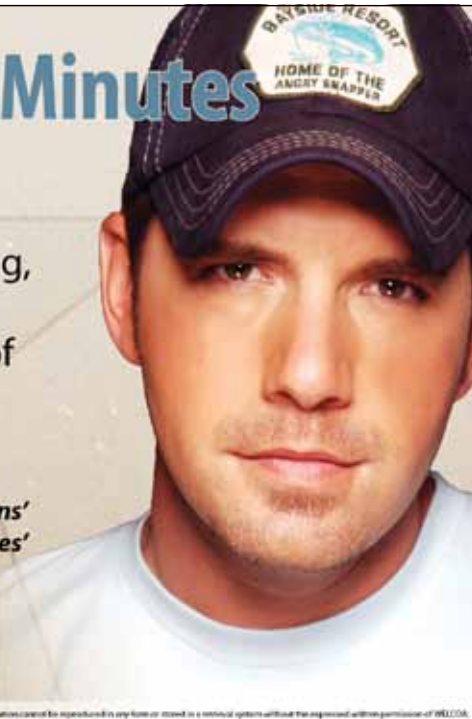
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The Worst 15 Minutes

"Last night I gave up drinking, smoking, and women—it was the worst 15 minutes of my life."

— Lyrics taken from Rodney Atkins' 'The Worst 15 Minutes'

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Theory Into Action

"Don't be buffaloeed by experts and elites. Experts often possess more data than judgment. Elites can become so inbred that they produce hemophiliacs who bleed to death as soon as they are nicked by the real world."

—Colin Powell

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